

## Business Digital Transformation Introductory Course

# BUSINESS DIGITAL TRANSFORMATION

## INTRODUCTORY COURSE

Learn Digital Tools &  
Unlock the Potential of AI  
For Your Business



### Introduction

This course will help you to gain a fundamental understanding of what business digital transformation entails, familiarize with key digital tools, understand the basics of AI, and why they are crucial in today's business landscape.

Practice and case studies are designed in business context for practical application.

### Who Should Attend

- ✦ Business Managers/Leaders who want to improve business innovation and effectiveness
- ✦ Business Owners/Individuals who want to adopt digitalization in their business/operation model
- ✦ Members of Innovation Team/Transformation Team/Performance Improvement Team

### Key Takeaways

- ✓ **Define Digital Transformation**  
Familiarize with the concept of business digital transformation and its importance.
- ✓ **Use Digital Tools**  
Learn to use Microsoft Forms, Power Automate, and Power Apps in a business context.
- ✓ **Understand AI Applications**  
Understand how AI can be used in business and identify potential opportunities for AI integration.
- ✓ **Apply Knowledge**  
Apply the concepts learned in the course to analyse a business scenario and suggest a digital transformation strategy.

## Class Details

Duration : 12 contact hours + self-study + assessment

Language : Cantonese (with Learning Materials in English)

Venue : GS1 Hong Kong, 22/F, OTB Building, 160 Gloucester Road, Wanchai, Hong Kong

## Certificate Awarded

A **Course Completion Certificate** jointly awarded by GS1 Hong Kong & United Technologies

## Course Structure

Four **3-hour contact sessions** in the format of interactive lectures where the concepts of digital transformation, Microsoft tools, and AI usage in business will be introduced and discussed.

**Self-study plans** provide students with the opportunity to explore the tools and concepts on their own, reinforcing what has been learnt during the contact sessions. Students will have 4 weeks' access to free tools for their learning and self-study.

**Assessment** at the end of the course will assess the students' understanding of the course material and their ability to apply the concepts in a business context.

## Course Fee

Standard Course Fee : **HKD8,800** per person

For GS1HK Members & Registered ABSS Customers : **HKD5,800** per person

For Group Enrolment (with TWO persons or above) : **HKD4,800** per person

## Trainer Profiles

### **Mr. KK Suen**

- Chief Architect and Principal Consultant, GS1 Hong Kong
- Advisor of XML CG (XML Coordination Group) of the HKSAR Government
- Former Vice Chairman of HK Retail Technology Industry Association (2003)
- Seasoned trainer with 39+ years experience in System Development System Design
- Visiting lecturer of HK Polytechnic University in Innovation & IT for Supply Chain Management

### **Mr. Eddy Mok**

- Person in charge of software development and consulting at United Technologies
- 30 years' experience in IT software development and consulting
- Over 20 years of IT management experience

### **Mr. Alain Chan**

- Project manager at United Technologies, leading the project of HKUST-VTC intern group 2024
- Power Apps x AI software development engineer



### **Enrollment & Enquiries**

Contact Person : Ms. Carrie Wong

Email : [carriewong@gs1hk.org](mailto:carriewong@gs1hk.org)

Website : [www.gs1hk.org](http://www.gs1hk.org)

# Business Digital Transformation (Introductory) Course Curriculum & Class Schedule

## Class Schedule

Date	Day	Time	Topic
12 Mar 2025	Wed	09:30 - 12:30	An Overview on Business Digital Transformation
		14:00 - 17:00	Business Considerations of Digital Transformation
13 Mar 2025	Thu	09:30 - 12:30	Microsoft Forms, Power Automate and Power Apps
		14:00 - 17:00	Introduction to AI in Business & Course Assessment

## Course Curriculum

### Day 1 - Introduction to Business Digital Transformation

Topics to Cover:

- **An Overview on Business Digital Transformation**
  - ✓ Leveraging IoT, Automation and AI for Business Growth
  - ✓ Challenges and Best Practices for Business Digital Transformation
- **Business Considerations of Digital Transformation**
  - ✓ Digital Transformation Strategy
  - ✓ Implementation of a Digital Solution
  - ✓ Measuring Success of a Digital Transformation Initiatives

Self-Study Plan:

- Read about successful case studies of digital transformation

## Day 2 - Introduction to Microsoft Tools

Topics to Cover:

- **Microsoft Forms**
  - ✓ Software to Learn: Microsoft Forms
  - ✓ Introduction to Microsoft Forms and its application in business
  - ✓ Analyzing responses
  - ✓ Hands-on Exercises / Self-Study Plan:
    - Explore Microsoft Forms and create sample survey, quizzes and polls
    - Analyze the responses of survey/quizzes/polls created
  
- **Power Automate and Power Apps**
  - ✓ Software to Learn: Power Automate & Power Apps
  - ✓ Introduction to Power Automate and its application in business
  - ✓ Introduction to Power Apps and its application in business
  - ✓ Hands-on Exercises / Self-Study Plan:
    - Read about how businesses are using Power Automate and Power Apps
    - Create workflows using Power Automate
    - Build a basic app using Power Apps
  
- **Introduction to AI in Business**
  - ✓ Software to Learn: Microsoft AI software
  - ✓ Basics of AI and its role in digital transformation
  - ✓ Case studies of businesses using AI
  - ✓ Hands-on Exercises / Self-Study Plan:
    - Read about different AI technologies and their applications in business
    - Identify a business problem that can be solved using AI
  
- **Assessment**



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